

MEETING YOUR AUDIENCE

In order to tailor your message to the right people, you have to get to know your audience. Spend some time researching, and make some brief notes about what you learn about your target customers.



Who is your target customer?

What do they look like? Sound like? Dress like? How do they spend money? What is their education and background? Where do they live?

Age: _____

Gender: _____

Education: _____

Income: _____

Location: _____



What does your target customer want? What do they struggle with?

What are their goals? What are some obstacles for them?

What do they fear? What are their minimum requirements?



Where does your target customer spend time and get information?

What are they used to hearing? What are their interests? How do they research before they purchase? How do they make decisions?
